



Derick Mildred

Lead Generation
Scripts for Existing
Connections.



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Linked



More Business

PLEASE NOTE.

The ONLY difference between the scripts for
New Connections
&
Existing Connections
Is Step 1.



In this module you will find.

1. The actual Lead Generation Scripts ready for you to use.
2. Just Copy & Paste.



You will also find these scripts included
in your workbook.



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Before You Begin.

Important - PLEASE make sure that

- 1.) You have already watched the Lead Generation module video.
- 2.) You have also printed out the Lead Generation module pdf, read it and understand the overall strategy.

These 2 steps described above are important towards your ability to use LinkedIn to generate real leads for your business.



Remember.

You will get more business when you

Interact, Establish, Build & Nurture the Relationship

Then take the conversation to the next level.



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*Don't be the
'pushy salesman'
that everyone hates!*



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A hand in a dark suit jacket points towards a glowing pink gear. This gear is part of a vertical chain of several blue gears. The background is a blurred blue scene with many more faint blue gears. The overall lighting is bright and futuristic.

LEAD GENERATION



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5 Step Lead Generation Sequence.



Step 1

SEARCH

find



Step 1 – Search.

The screenshot shows the LinkedIn search interface for the query "Finance Broker". The search bar at the top left contains the text "Finance Broker". Below the search bar, there are navigation tabs: "People" (highlighted in green), "Connections", "Locations", "Current company", and "All filters". The search results show "About 109,700 results". A callout box on the left points to the search bar with the text: "Enter your preferred target market into the LinkedIn Search". A callout box on the right points to the "All filters" tab with the text: "Refine your Search by using the filters for 1st, 2nd or 3rd level connections, plus country, city, company, industry etc". The search results list several profiles, each with a "Connect" button. One profile is highlighted with a "Loans" label. On the right side, there is a sponsored post for "Jira Software" with the text: "Free for 10 users Jira Software: the #1 dev tool for agile teams - get started today".

CONNECT

Step 1



Re - Connect with Existing Connections.



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Get Back in Touch Message.

Existing Connections – Get Back In Touch – Interested in your opinion about challenges facing your industry.

Hi *(Insert First Name here)*

I thought I would get back in touch as I was wondering about your role as *(Insert their Job Title or Position and type of Industry)*.

Always keen to learn more about what works within particular industries.

When it comes to looking after the needs of your clients, what do you find works best for you?

Interested in your opinion on this.

Regards from

(Insert your name)



Step 2

INTERACTION



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The idea of 'Interaction' is to get the conversation started.

When you visit their profile,
look for mutual areas of interest.



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Mutual Areas of Interest to Look For.

1. Recent Posts, etc,
2. You may agree with their opinion about comments they made on a post or an article,
3. Publications, articles, papers etc that they may have published,
4. Current or previous companies they have worked for, positions they have held etc,
5. Groups they're a member of,
6. The school or university they attended,
7. Content or Media they have on their profile,
8. Sports they play, are involved in or follow,
9. Good causes they support or follow,
10. Volunteer experience they may support or be part of,
11. Accomplishments.

Popular Conversations Starters.

When any of your connections interact with you creates a good opportunity for you to get the conversation started.

You can use these 'Conversation Starters'

1. When you get a good reply to your previously sent
 - a.) 'Congratulations on Starting a New Position' message,
 - b.) 'Congratulations on a Work Anniversary' message,
 - c.) 'Happy Birthday' message,
1. When a connection endorses your skills,
2. PLEASE SEE the module called 'Over 50 Conversation Triggers To Get The Conversation Started' for even more ideas.



Interact Message Example 1.

Mutual Area of Interest – I noticed on your profile.

Hi *(Insert First Name here)*

I hope everything is going well for you!

Couldn't help notice your interest in *(Insert mutual area of interest)* when I recently viewed your profile.

I'm just wondering what your thoughts are about *(Insert something relevant to your mutual area of interest)?*

Regards from

(Insert your name)



Interact Message Example 2.

Mutual Area of Interest – I noticed your recent post.

Hi *(Insert First Name here)*

I hope everything is going well for you!

Really enjoyed your recent post about *(Insert post details here)*.

I'm interested in your thoughts about *(Insert a challenge to their industry here)*.

Regards from

(Insert your name)



Interact Message Example 3.

Mutual Area of Interest – Regarding your recent comment.

Hi *(Insert First Name here)*

I hope everything is going well for you!

Regarding your recent comment on *(Insert post or article details here)* I couldn't agree with you more.

Interested in your opinion on *(Insert a challenge to their industry here)*.

Regards from

(Insert your name)



Step 3

HELP



Step 3 – Help Your Prospects with Useful Information.

Next you offer to help your prospect by providing them with information that is relevant to their industry, NOT your industry, and offers a benefit that can be implemented quickly and easily to generate a result A S A P.

Ultimately, this information should identify an industry ‘pain point’ and provide a solution.

This helpful information can be in the form of

1. An Industry article (Easily found with a search on Google, just Copy, Paste and Send to your prospect),
2. A Podcast. (Just send them the link)
3. A Blog Post, preferably available from your website or a website related to their industry,
4. An E Book, downloadable from your website or Landing Page in exchange for their name and email,
5. An Informative, Educational or Training video, accessed via a Landing Page (Allows you to build your list)
6. An invitation to a webinar (Should be Free to attend, educational and informative).



Help with Useful Information Message Example 1.

Send Helpful Information – Article.

Hi *(Insert First Name here)*

I hope everything is going well for you!

Recently found this and thought it would interest to you.

It's an article about *(Insert key benefit related to their industry detailed in article)* called *(insert article title here)*.

Interested in your opinion on *(Insert a challenge to their industry here)*.

Regards from

(Insert your name)



Important:

Then Repeat this Step a Second Time

Send them different but useful information again.

This is part of building stronger Trust & Rapport with your prospects.



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Help with Useful Information Message Example 2.

Send Helpful Information – Can be either a Podcast, Blogpost, E-Book, Training Video or a Webinar.

Hi *(Insert First Name here)*

I hope everything is going well for you!

When I came across this and immediately thought you would enjoy it.

It's a podcast about *(Insert key benefit related to their industry detailed in podcast)* called *(insert podcast title here)*.

Interested in your thoughts!

Regards from

(Insert your name)



Step 4

FOLLOW UP
& INFORM

Step 4 – Follow Up, Ask, Inform & Provide Social Proof

1. Follow Up and ask if they found the information you provided to be of interest and useful,
2. Ask if they're aware of what you offer,
3. Offer Value & how or your Key Benefit Statement,
4. Ask them,

Do you mind if I ask you, is it OK to send you through some brief information about what we offer?

or

Is it OK if I send through some information, without the sales blurb, about what we offer?

or

If you would like to know more, I'd be happy to send through some further information to you. Just reply with 'OK' and I'll send it through.

5. Establish if they're ready to receive your information or not, if not then take the pressure off, but keep the 'door open' for follow up and further communication in the future.



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Follow Up, Ask, Inform & Provide Social Proof Message Example 1.

Send Helpful Information – Article Follow Up – Ask.

Hi *(Insert First Name here)*

I hope all is well!

Just wondering what you thought about the article *(insert article title here)* I sent you.

Did you enjoy it? I hope you gained some valuable insights and I'm Interested in your opinion.

One of the areas we help *(Insert prospects industry)* get *(short description of results you deliver for clients)* by *(how or Insert key benefit statement)?*

Do you mind if I ask you, is it OK if I send you through some brief information about what we offer?

If not, that's fine, I'm still interested to know more about your thoughts on *(Insert a challenge to their industry here)*.

Regards from

(Insert your name)



Follow Up, Ask, Inform & Provide Social Proof Message Example 2.

Send Helpful Information – Podcast Follow Up – Ask.

Hi *(Insert First Name here)*

I hope all is well!

Just wondering what your thoughts were about the Podcast I sent you.

Did you enjoy it? I hope you gained some valuable insights and I'm Interested in your opinion.

One of the areas we help *(Insert prospects industry)* get *(short description of results you deliver for clients)* by *(how or Insert key benefit statement)?*

Do you mind if I ask you, is it OK if I send you through some brief information about what we offer?

If not, that's fine, I'm still interested to know more about your thoughts on *(Insert a challenge to their industry here)*.

Regards from

(Insert your name)



Follow Up, Ask, Inform & Provide Social Proof Message Example 3.

Send Helpful Information – Podcast Follow Up – Ask – Reply with ‘OK’ and I’ll send it through.

Hi *(Insert First Name here)*

I hope all is well!

Just wondering what your thoughts were about the Podcast I sent you.

Did you enjoy it? I hope you gained some valuable insights and I’m Interested in your opinion.

One of the areas we help *(Insert prospects industry)* get *(short description of results you deliver for clients)* by *(how or Insert key benefit statement)?*

If you would like to know more, I’d be happy to send through some further information to you. Just reply with ‘OK’ and I’ll send it through.

If not, that’s fine, I’m still interested to know more about your thoughts on *(Insert a challenge to their industry here)*.

Regards from

(Insert your name)



Step 4



Social Proof.

The information you send through to your prospects should also include

1. Case Studies (Best results achieved by existing clients or customers of yours),
2. Testimonials or Recommendations.
3. A Guarantee if you have one.
4. An offer of Your FREE Time, your expertise in the form of
 - a. A free Consultation, a FREE analysis, review of their current methods, position, practices etc or even just a chat about their objectives and some ideas you may have).



Social Proof.

Remember:

You're not trying to 'sell them anything' at this stage,
so keep the conversation casual.

Do NOT Include Pricing of any kind

in the information you send through to your prospect.

Because you do NOT want them making a price based decision until you have taken the conversation to the next level and actually spoken to or met with them.



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Take the Conversation to The Next Level

Step 5



Step 5 – Take the Conversation to the Next Level.

Your objective with your prospect is to get them to agree to either



A direct Email from you,



A 1 on 1 Phone Call,



An Invitation to an event,



An Invitation to a Webinar,



An invitation to a Seminar,



Or a Face to Face meeting.

Take the Conversation to the Next Level Message Example 1.

Conversation to the Next Level – Phone Call.

Hi *(Insert First Name here)*

I hope all is well!

Now that you know more about how I help *(Insert prospects industry)* get *(short description of results you deliver for clients)* by *(Insert how or key benefit statement)*.

I have some ideas that I would like to share with you, would you be open to setting up a phone call to discuss further?

Does either *(Insert 2 X Telephone appointment time options here)* suit you?

Regards from

(Insert your name)



Take the Conversation to the Next Level Message

Example 2.

Conversation to the Next Level – Face to Face Meeting (Check the location of your prospect).

Hi *(Insert First Name here)*

I hope all is well!

Now that you know more about how I help *(Insert prospects industry)* get *(short description of results you deliver for clients)* by *(Insert how or key benefit statement)*.

I have some ideas that I would like to share with you, would you be open to setting up a meeting to discuss further?

Does either *(Insert 2 X times you're available options here)* suit you?

Regards from

(Insert your name)

When the prospect replies you can discuss where is convenient for you both to meet.



Take the Conversation to the Next Level Message Example 3.

Conversation to the Next Level – Invitation to an Event, A Seminar or a Webinar.

Hi *(Insert First Name here)*

I hope all is well!

Now that you know more about how I help *(Insert prospects industry)* get *(short description of results you deliver for clients)* by *(Insert how or key benefit statement)*.

I have a *(Insert event type and title here)* coming up that I think you would enjoy and would be very useful to you, at this *(Insert event type here)* we will be covering

(Insert 1st X Bullet Point here),

(Insert 2nd X Bullet Point here).

If you would like to join us at this event, please reply to this message with 'PLEASE SEND ME THE DETAILS' and I will forward them to you.

Regards from

(Insert your name)



Take the Conversation to the Next Level Message

Example 1.

Conversation to the Next Level – Phone Call.

Hi *(Insert First Name here)*

I hope all is well!

Now that you know more about how I help *(Insert prospects industry)* get *(short description of results you deliver for clients)* by *(Insert how or key benefit statement)*.

I have some ideas that I would like to share with you, would you be open to setting up a phone call to discuss further?

Does either *(Insert 2 X Telephone appointment time options here)* suit you?

Regards from

(Insert your name)



Take the Conversation to the Next Level Message

Example 2.

Conversation to the Next Level – Face to Face Meeting (Check the location of your prospect).

Hi *(Insert First Name here)*

I hope all is well!

Now that you know more about how I help *(Insert prospects industry)* get *(short description of results you deliver for clients)* by *(Insert how or key benefit statement)*.

I have some ideas that I would like to share with you, would you be open to setting up a meeting to discuss further?

Does either *(Insert 2 X times you're available options here)* suit you?

Regards from

(Insert your name)

When the prospect replies you can discuss where is convenient for you both to meet.



Take the Conversation to the Next Level Message Example 3.

Conversation to the Next Level – Invitation to an Event, A Seminar or a Webinar.

Hi *(Insert First Name here)*

I hope all is well!

Now that you know more about how I help *(Insert prospects industry)* get *(short description of results you deliver for clients)* by *(Insert how or key benefit statement)*.

I have a *(Insert event type and title here)* coming up that I think you would enjoy and would be very useful to you, at this *(Insert event type here)* we will be covering

(Insert 1st X Bullet Point here).

(Insert 2nd X Bullet Point here).

If you would like to join us at this event, please reply to this message with 'PLEASE SEND ME THE DETAILS' and I will forward them to you.

Regards from

(Insert your name)



Have fun, be personable & be patient,
work the system and the system will work for you!



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Remember:

The Fastest Way to Achieving
Results is to Consistently Apply.
Just Get Started and Implement.



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Good service leads to multiple sales. If you take good care of your customers, they will open doors you could never open by yourself.

Jim Rohn

“ quote fancy



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